



# EMERGENCE AND IMPACT OF MEDIA ON TEACHER AND TAUGHT IN INDIA

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## ABSTRACT

Since the advent of print media communication channels have become faster with passage of time. With the emergence and evolution of electronic media from radio to television and now internet media has taken a centre stage in our daily lives. The present paper is an attempt to give a brief account of history and emergence of media in India. A survey was conducted to ascertain the Impact of media on teacher and taught. The sample size consists of 96 participants from different states of India. The analysis was done by surveying four categories: Male Teachers, Female Teachers, Male Students and Female Students. There were marked contrasts and similarities among the four groups. Positively or negatively media is going to affect our lives significantly in coming years.

**KEY WORDS:** History, Impact of Media, Survey, Teachers and Students.

## MEDIA BEFORE INDEPENDENCE

### Print Media

The emergence of media in India may be traced back to Bengal Gazette which was the first (weekly) newspaper of India edited by James Hickey and published on January 29, 1780 (Bhanawat, 1988). Another Bengal Gazette is believed to have been published in 1816 edited by G. Bhattacharji and Samachar Darpan (edited by J.C. Marshman) was published in 1818. Its main aim was to fight against ill social practices like sati. Robert Knight established Times of India in 1861 (Aggarwal et al, 2001). The period 1867-1918 witnessed the emergence of national press. Nationalist leaders like Gopal Krishan Gokhale, Aurobindo Ghosh, Mahatma Gandhi, Maulana Azad and other national leaders used press to protest against colonial injustice. The prominent papers at this time were Indu Parkash, Kesari, Maratha, National Herald, Amrita Bazar Patrika, The Leader, The Tribune, Bombay Chronicle were some prominent Newspapers of the time (Naqvi, 2007). Udan Martand is the first Hindi Newspaper published on May 30, 1826 (Bhanawat 1988).

### Broadcasting

The amateur radio club was allowed to be established in 1924 in Madras by authorities. In 1927 the Indian Broadcasting, a private operator started radio in Bombay and Calcutta. The colonial government took over radio broadcasting in 1930 and named it the Indian State Broadcasting Services (ISBS) under Department of Industries and Labour (Prasart Bharti). First News bulletin was telecast on January 19, 1936 by AIR (All India Radio). At the time of Independence AIR had 6 centres and 18 transmitters (6 Shortwave and 12 medium wave).

## POST INDEPENDENCE SCENARIO

### Print Media

The Press Council was established in 1965 in India to regulate the press (Press Council of India). The other major newspapers are The Hindu, The Hindustan Times, Times of India, Indian Express, Anand Bazaar Patrika, Malyala Manorma, Gujrat samachar, Punjab Kesari, Eenadu, Dainik Jagran etc. We visited Minerva Book House and Asia Book House situated on The Mall road Shimla to ascertain popular magazines. The popular magazines are India Today, The Week, Frontline, Outlook, Malyala Manorama catering to elite readers. The economics related dailies and periodicals are the Economic Times, the Financial Express, Business Standard, Business India and Business world etc. Magazines related to movies such as Stardust, Filmfare, Cine Blitz, Movie, Showtime, Screen etc. are popular.

### Broadcasting

After independence AIR became an important media to promote government directed policies. Doordarshan and AIR focused particularly on those programs like agriculture, adult literacy and folk music etc. which were of interest to rural audience. At present AIR has 419 centres across India with broadcasting in 23 languages. Family planning programs received prominent coverage and production time. In 1975-76 ISRO (Indian Space Research Organization) borrowed a satellite from NASA to televise programs to 2,400 villages in 20 districts of AP, Bihar, MP, Orissa, Karnataka, and Rajasthan states of India. The satellite was to be jointly used for Satellite Instructional Television Experiment (SITE) for rural education (Planning Commission of India, 1981). Community TV sets placed in public settings allowed rural audiences to gather, watch and discuss the programs. The effort by the satellite instructional television experiment popularly

called SITE used the television medium in promoting guided social change. In June 2016 there were 245 private FM Channels in operation and 196 operational community Radio Stations in India (TRAI, 2016).

During the 1982 Asian game New Delhi Colour TV sets became more popular and a 2600% increase in transmitters, to 519 by 1990 was observed. By the year 1997 the number increased to nearly 900. Today AIR and Doordarshan are the parts of autonomous body, the Parsar Bharti (Broadcasting Corporation of India) setup in 1997. DD-News channel was launched on 3 November 2003 by converting DD-Metro into a 24-hours news channel and its terrestrial reach is 49% by population (DD News). Secondary School Project 1961 was launched for teaching the students of Secondary Schools of Delhi. Lectures were delivered in Physics, Chemistry, Math, English. Under Indian National Satellite (INSAT 1982) Project Educational programmes were broadcast for School Children and Upper Age Group. In 1984 UGC started Higher Education TV Project intended to enrich the knowledge of Undergraduate Students (Vyas et al, 2002).

### Educational Broadcast

AIR started various programs which have social message for example Dehleez, Tinka-Tinka Sukh, Yeh Kahan aa Gaye Hum etc. Tinka-Tinka Sukh which addressed social issues was broadcast by more than 27 Radio Stations from February 19, 1996 for one year to around 40 million audiences in North India (Singhal et al 1998).

### Gyan Darshan

Gyan Darshan (GD), the first satellite based educational channel of India was launched on January 26, 2000 by ministry of HRD, GOI and Parsar Bharti in collaboration with IGNOU. On January 26, 2004 various channels became operational e.g. GD-1, GD-2 (devoted entirely to interactive distance education), GD-3 (brings quality education to engineering students), GD-4 (a higher education channel). IGNOU's Interactive Radio Counseling (IRC) The IGNOU - AIR collaborative sessions are relayed from 189 AIR stations in India. CIET, SIET, CEC and IGNOU prepare educational video programmes for these channels (Rani, 2006).

### Cable TV Network

Since 1990 there has been a significant boom in cable television channels. This led to enactment of cable TV Networks (regulation) Act, which makes it mandatory to get the cable networks registered. At present even remote villages in India have cable connections. The top cable TV entertainment channels are Star TV, Zee TV, Sony Entertainment, Sahara, Sab TV etc.

The major news channels are Aaj Tak, NDTV, DD News, Star News (Now ABP news), Zee News, Sahara News, India TV, CNN, BBC etc. Music channels are equally popular like MTV, V, B4U Etc. and Regional music channels. Among movies channels there are Star Movies, HBO, Zee Cinema, Sony Max, Star Gold, AXN, Sun TV, KTV, Vijay TV, Jaya TV, Surya TV, Raju TV, Raj Digitalplus, ASIANET, Kiran TV, KairaliTV, Gemini TV etc. Children have their own Channels like Nickelodeon, Cartoon Network, POGO. National Geographic, Discovery channel, Animal Planet and History channel have a place of their own as they relay various educative programs on science, space, engineering, geography, history, environment, wildlife etc. There are fashion channels like FTV and certain channels like Zee TV have also started their programmes

related to beauty and fashion. A Schedule of 71 TV Channels has been published in The Hindu newspaper (The Hindu, 2005). Television Business in India had estimated revenue of 3.4 billion dollars. In 2007 there were 205 million homes in India as compared to 88 million in 2000 (Bajaj, 2007).

There are 892 permitted private TV Channels licensed by Ministry of I and B and Six DTH Operators on quarter ending June 2016 (TRAI 2016),

### Computers Revolution in India

Sales of personal computers in India crossed the 1 million mark in 1999. According to a Survey of NASSCOM the installed base of PCs in the country was about 5 million in 2,001. There were 2.1 PCs per thousand people in 1997 and 0.13 Internet hosts per 10,000.

### ERNET

Education and Research Network funded by Govt. of India and UNDP brought internet services in India in 1986. ERNET is a scientific body under the control of Ministry of Information Technology. There were 20.76 million wired internet subscribers and 162.06 million broadband subscribers in India in June 2016 (TRAI 2016).

### RESEARCH METHODOLOGY

#### Survey of media:

Media is playing a significant role in day to day life. In the first chapter emergence and evolution of media will be discussed by surveying books, magazines, internet and personal observations by visiting book stalls etc.

#### Impact of media:

*Questionnaire:* A questionnaire was prepared on the influence of media. A total of 30 male teachers and 17 female teachers attending Orientation Programme no. 73 and refresher course on Environmental Science at HP University, Shimla were taken as a sample, who responded to this questionnaire. These 47 teachers represent ten states of India; HP, Punjab, Gujarat, Kerala, West Bengal, Assam, Maharashtra, Orissa, MP & Karnataka. 26 male students and 23 female domicile students of H.P University were randomly selected, who responded to this questionnaire. Thus a total sample size was 96. The project will study the influence of media on male teachers, female teachers, male students and female students on their daily routine.

### RESULTS AND DISCUSSION

Majority of (46.67%) male teachers prefer to spend their free time watching television. 52.94% Female teachers and 43.48% female students prefer listening or watching music in free time. Among the four groups surveyed only 6.67% female teachers spend time in reading newspaper where as 53.85% male students spend maximum time in reading newspaper.

The three categories i.e. Male and female teachers, female students watch TV for more than one hour. 36.67% of Male teachers watch knowledge based channels like National Geographic and Discovery channel and 26.67% of them watch entertainment channels while all other categories (Female Teachers, Male Students, Female Students: 52.94%, 46.15%, 82.61% respectively) spend their time on entertainment channels. 41.18% female teachers watch music channels for more than an hour, other categories watch music channels for limited time or not at all. None of the teachers watch TV for more than 4 hours but 42.31% Male Students and 8.70% Female Students watch TV for more than four hours.

All the categories agree that TV and cinema are breaking down moral values in the society. But nearly 30% of male teachers and students and 22% of female students and only 6% female teachers do not agree with this proposition. All categories strongly favour ban on vulgarity in TV channels. But on an average 20% of male teachers and male students felt there was no need of such ban. 39.13% of female students and 34.26% of male students are embarrassed when a vulgar scene appears on TV but they keep watching it, but a high percentage of the Male Teachers (70.0%) and Female Teachers (82.35%) change the channel.

53.33% of male teachers and 61.53% male students believe that negative roles of women in TV serials have been accepted by the society. 58.82% of female teachers and 47.83% female students feel the other way round. A good majority of all the categories (above 60%) agree that TV serials are breaking the families and as one of the reasons for divorce or staying away from parents.

All the categories are influenced by advertisements (to Some Extent) while purchasing goods. But the maximum influence of advertisements on buying behavior is on male students (26.92%). Whereas buying behavior of male and female teachers is not influenced much. 60.00% of male teachers and 58.82% of female teachers are not influenced by TV advertisements. It truly reflects mature behaviour vs. adolescent behaviour.

Majority of female teachers (52.94%) and female students (56.52%) do not exercise at all. While male Teachers (76.66%) and male students (80.77%) exercise daily for at least 15-30 minutes daily. A very small percentage (less than 1%) of all the groups do exercise up to 1 hour daily.

Male students (69.23%) and female students (47.83%) listen to radio daily. Male

teachers (70%) and female teachers (82.35%) do not listen to radio at all. As most of the students are hostellers so they seem to have Radio sets in their rooms.

The favourite newspapers of male teachers are Times of India, The Tribune and The Hindu. The Tribune is popular among female teachers while Amar Ujala is highly popular among male and female students. Female students (39.13%) do not miss to read horoscope in the newspaper everyday. Male teachers do not read horoscope at all. A good number of male teachers (26.67%) and Female teachers (23.53%) do not miss to read editorial page. 26.92% of male students prefer to read the news. Sports section is most popular among female teachers (11.77%).

India Today is the most popular magazine with male teachers, female teachers and male students while Outlook is most popular among female students. Science magazines are popular only with male teachers. But female teachers and female students also read Femina, Grehshobha, and Sarita. Among educational Magazines CSR and Pratiyogita Darpan were most read.

A significant percentage of male teachers (40.0%) and male students (53.84%) have access to adult jokes on mobile phones. While this percentage is quite low in case of female teachers (5.88%) and female students (17.39%).

Nearly 90% of male teachers and 91.30% female students use internet for acquiring knowledge, while the percentages are 53% and 69% case of female teachers and male students respectively. 11.53% of male students and 6.67% of male teachers view pornographic on internet, but none of the female teachers/students view such material on internet. 20% of most of the respondents do not watch religious channels like Astha. But among viewers of these channels the percentage of female teachers (88.24%) is the maximum.

### CONCLUSIONS AND SUGGESTIONS

Media has become an undeniable part of our life as is obvious from above discussion. Media has different influence on men and women. All the respondents have agreed that media is affecting our families and daily lives. On one hand there are people who believe vulgarity on TV should be banned while there are some who think there is no need of such a ban. There are people who use internet for knowledge gain; there is also a small number (male only) who use it for pornography. There are also people who watch religious channels like Astha. Is this value conflict or is our society in a state of flux? These are hard questions to answer. But one thing is certain, whether media is used positively or negatively, it is definitely affecting our health. We spend little time (the educated class) on physical activity as is obvious from above data. A player can get a lot of information and tactics of particular game from media, but he will never learn to play until and unless he goes to the ground. Moreover computers and mobiles have environmental and health effects. But it is the society which has to decide whether to lead media or be lead by it.

#### Limitations and further scope of the Study:

Sample size contains only elite or educated class of the society. Hence the situation may be worse if people from other walks of life are also included in this study. Impact of Facebook and other such media has not been studied. Further studies are suggested on effect of TV on child/adolescent behavior, Impact of media on students' performance in examinations, Books verses media for knowledge acquisition.

#### ACKNOWLEDGEMENTS:

We are thankful to the Academic Staff College HP University, Library HP University and UGC for the support.

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